



News Release

**Department of Energy, Labor & Economic Growth
MICHIGAN LIQUOR CONTROL COMMISSION**

**Contact: Andrea Miller
517.322.5898**

www.michigan.gov/lcc

Email: mediainfo@michigan.gov

**Jennifer M. Granholm, Governor
Andrew S. Levin, Acting Director
Nida R. Samona, MLCC Chairperson**

Alcohol Energy Drinks Banned from the Michigan Market

“Wide Awake Drunk”, “Cocaine in a Can”, “Blackout in a Can”

Lansing, MI (November 4, 2010) The Michigan Liquor Control Commission (MLCC) is rescinding the approval of all alcohol energy drinks. Manufacturers of alcohol energy drinks will be notified through issuance of a Commission Order of the product ban and will be provided 30 days from the date of the Commission Order to remove these products from the State of Michigan.

The decision was made in light of the several studies regarding alcohol energy drinks, the widespread community concerns aired by substance abuse prevention groups, parent groups and various members of the public, as well as the FDA’s decision to further investigate these products, The Commission believes the packaging is often misleading, and the products themselves can pose problems by directly appealing to a younger customer, encouraging excessive consumption, while mixing alcohol with various other chemical and herbal stimulants. The recent events regarding minors in Washington State and other concerns from emergency room doctors quoted throughout the country have prompted Chairperson Nida Samona and Commissioner Patrick Gagliardi to take action.

“The Commission’s concern for the health, safety and welfare of Michigan citizens and the fact that there is not enough research to validate that these products are safe for consumption has made me believe that until further research is done by the FDA, they should no longer be on Michigan shelves,” said Samona. “Alcohol has been recognized as the number one drug problem among youth, and the popularity of alcohol energy drinks is increasing at an alarming rate among college students and underage drinkers.”

A typical alcohol energy drink is 24 ounces and has a 12 percent alcohol content, compared to a 12 ounce can of beer, which normally has an alcohol content ranging from 4 to 5 percent. It's almost 3 to 4 times the alcohol content of a 12 ounce beer.

“One can, one serving, is enough to get you intoxicated. Alcohol energy drinks cost on average \$2 - \$5 per can making these products easily accessible and affordable,” said Commissioner Patrick Gagliardi.

"Michigan Alcohol Policy commends Chairwoman Samona and Commissioner Gagliardi on the attention and leadership they have given to this issue. Stimulants combined with alcohol is a dangerous combination and today is a victory for all the citizens of Michigan," said Executive Director of Michigan Alcohol Policy, Mike Tobias.

For more information or a copy of the Commission Order please visit our website, www.michigan.gov/lcc.

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Michigan Liquor Control Commission, 7150 Harris Drive, P.O. Box 30005, Lansing, Michigan, 48909

Michigan Department of Energy, Labor & Economic Growth, P.O. Box 30004, Ottawa Bldg 4th Floor, Lansing, Michigan 48909